Yakima County

Quit Line Data Summary April 1 - June 30, 2004

April 1 - Julie 30,		Ctata
Number of Calle to Quit Line	County	State
Number of Calls to Quit Line Percent of Statewide Calls	N = 94	N = 2,932 100.0%
	3.7%	
Percent of State Population in County ¹	3.8%	100.0%
	County %	State %
Gender	N = 94	N = 2,604
Female	63.8%	62.4%
Male	36.2%	37.6%
Race/Ethnicity	N = 81	N = 2,203
People of Color	9.9%	12.2%
White	90.1%	87.8%
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Age	N = 90	N = 2,425
Less than 18 years old	0.0%	1.8%
18 - 24 years old	15.6%	14.6%
25 - 34 years old	31.1%	22.7%
35 - 44 years old	24.4%	27.4%
45 years and older	28.9%	33.5%
Education	N = 86	N = 2,312
Did not graduate high school	34.9%	20.6%
High school graduate	31.4%	35.9%
Some college/vocational school	30.2%	33.6%
College graduate	3.5%	9.9%
College graduate	3.576	9.970
Caller Type	N = 93	N = 2,700
General Information	3.2%	9.5%
Health care provider	2.2%	4.9%
Tobacco user	94.6%	85.6%
Payor Type	N = 78	N = 4 972
Payer Type	_	N = 1,873
Insured	24.4%	31.1%
Uninsured	38.5%	30.3%
Medicaid	37.2%	38.6%
Heard About	N = 80	N = 2,176
Past caller	6.3%	15.2%
Employer/worksite	2.5%	0.9%
Health care provider	25.0%	31.3%
Television	8.8%	11.0%
Outdoor advertisement (billboard/bus/wall)	0.0%	1.8%
Targeted mailing	0.0%	0.3%
Great Start	0.0%	0.1%
Radio	1.3%	1.5%
Newspaper/Magazine	1.3%	0.4%
Brochure/Newsletter	8.8%	6.1%
Family or friend	42.5%	23.9%
Health Department	3.8%	6.3%
School	0.0%	1.3%

Source: Washington State Department of Health Tobacco Prevention and Control

¹ "Census 2000", August 2001 (OFM)

Assessment and Evaluation * Rate not calculated because number of calls was less than 5.